

# NETFLIX

## Logo Guidelines

**The Netflix Logo** is  
our strongest visual asset.  
It's arresting and instantly  
recognizable. Please protect  
it by following these basic  
guidelines.

# The Logo

**DO THIS:**

■ The Netflix Logo consists of black outline type with a drop shadow and white fill, placed on a solid red background.



**Clear Space:** Allow a minimum clear space of at least half of the height of the Netflix logotype. Keep this area free of type or graphic elements.



**Web minimum size:**  
36 pixels high



**Print minimum size:**  
1/2" high



**Brand Band with Netflix Logo:** This can be used in print, online and user interface applications. It's ok to align the Netflix logo to the left, right, or in the center of the brand band.

### DON'T DO THIS!

■ Our logo is a registered trademarked company logo...or in legal speak: "it may not re-created, altered, distorted or modified in any way".

■ Examples to the right are not allowed.



Don't delete the drop shadow



Don't outline the red field



Don't change red field color



Don't fill the letters with color



Don't crop the red field



Don't alter color combinations



Don't add extra drop shadow



Don't put elements in clear space



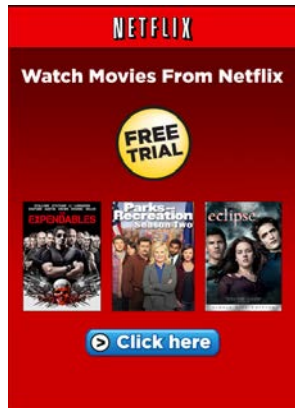
Don't use a gradient from red to black



Don't use a gradient from red to white

## DO THIS:

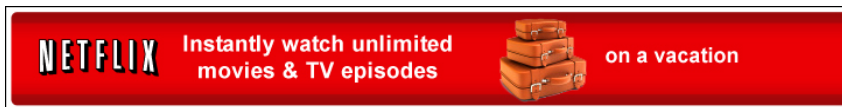
■ Here are some examples to guide you when applying the Netflix logo to digital media, TV and print.



Banner Ad



Email



Banner Ad



TV Spots/full resolve logo



Logo on apparel

## **For the love of movies.**

We do what we do because  
we believe in making it  
ridiculously easy for everyone  
to enjoy the TV shows &  
movies they love.

# A Final Thought